

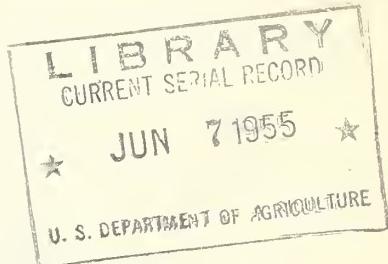
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3  
*Household  
Purchases of*



BUTTER  
CHEESE  
MARGARINE  
NONFAT DRY MILK SOLIDS

*by Family  
Characteristics...*

APRIL - SEPT. 1954  
WITH COMPARISONS

UNITED STATES DEPARTMENT OF AGRICULTURE  
AGRICULTURAL MARKETING SERVICE <sup>SA</sup> WASHINGTON, D.C.  
HPD-7 <sup>(2a)</sup> May 1955

## PREFACE

✓ This report summarizes data on household purchases of butter, cheese, nonfat dry milk solids, and margarine during the 6-month period April-September 1954. For butter and margarine only, comparable data are presented for April-September 1947 and April-September 1953. This supplements the series of monthly and quarterly reports on household purchases of butter, cheese, nonfat dry milk solids, and margarine. The monthly reports indicate for the United States the current movement of the specified products into household channels. The quarterly reports give breakdowns by regions and type of retail sales outlet.

The data presented herein were obtained from the National Consumer Panel of the Market Research Corporation of America under contract with the U. S. Department of Agriculture. This work is financed by the U. S. Department of Agriculture and by the dairy industry through the American Dairy Association under terms of a cooperative project. The Department funds are provided under the Agricultural Marketing Act of 1946 (RMA Title II).

The data covering April-September 1954 are based on reports from a representative nationwide sample of approximately 5,800 families. Additional data for butter and margarine only covering April-September 1953 and April-September 1947 were based on samples of 4,300 and 3,400 families, respectively. It is felt that the changes in rates of consumption as well as the indicated patterns in all three time periods are, within reasonable limits, accurate.

The estimates in this report are based on purchases for consumption by household consumers, and do not reflect volume purchased by restaurants, hotels, hospitals, or other institutional outlets.

2a This report was prepared in the Market Development Branch, Marketing Research Division, of the Agricultural Marketing Service.

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HOUSEHOLD PURCHASES OF BUTTER AND MARGARINE,  
April-September, 1947, 1953, and 1954  
and  
CHEESE AND NONFAT DRY MILK SOLIDS  
April-September 1954

By Family Characteristics, Regions, and Size of Community

The data in this report are based on estimates of purchases by household consumers only. The data do not include purchases for or by restaurants, hotels, hospitals, or other institutional outlets. Data in this report are for a 6-month period (26 weeks) in order to permit comparisons between periods of equal length.

#### INTRODUCTION

This report presents household purchase data and related information for butter, margarine, cheese, and nonfat dry milk solids primarily on the basis of family characteristics but also by regions and size of community. For butter and margarine, data are available for the 6-month periods of April-September, 1947 and 1953, for comparison with April-September 1954, while the data on cheese and nonfat dry milk solids are presented for April-September 1954 only.

The primary purpose of this report is to provide the dairy industry with better information on the character of the household market for certain dairy products and margarine. These data provide information on changes in and patterns of consumption for dairy products and margarine by family characteristics such as income and size of family.

The data presented in the tables in this report are quite extensive. Therefore, the text calls attention to what are considered to be significant highlights.

#### SUMMARY

##### Butter and Margarine

Significant shifts have occurred in household consumption rates between butter and margarine over the post-World War II period by family characteristics. Although large changes did occur from 1947 to 1953 and 1954, the consumption pattern for each commodity in terms of family characteristics generally tended to be the same in all three periods. For example, upper income

families tended to use the most butter, while lower income families were the largest users of margarine; families with older housewives used more butter and more margarine than did other families; and per capita usage of butter and of margarine tended to fall off as size of family increased.

Household purchases of butter showed rather large declines for all families from April-September 1947 to April-September 1954. However, an increase of about 7 percent took place in household purchases of butter from April-September 1953 to April-September 1954. This gain took place even though a smaller percentage of families bought butter in April-September 1954 than a year earlier. On the other hand, frequency of purchase and volume of purchase were higher, indicating that the gain for butter during April-September 1954 compared to the corresponding period in 1953 came about through larger purchases by buying families.

Purchases of margarine for household use were 1.2 pounds per capita higher during April-September 1954 than in April-September 1947, compared with a per capita decline of 1 pound for butter over the same period. Margarine purchases fell off about 6 percent from April-September 1953 to April-September 1954. Monthly data received since October 1954 indicate that this was temporary in nature, since for the 12 months April 1954-March 1955 there was a reported 3-percent increase in householders' margarine purchases from a year earlier.

The shift away from butter and toward margarine from 1947 to 1953 and 1954 was associated with a lowering of prices for margarine relative to butter and the removal over the period in large part of certain restrictive measures relative to coloring and taxation on the margarine industry. The increase in household purchases of butter during April-September 1954 compared with a year earlier accompanied a decrease of over 10 percent in retail butter prices. Margarine prices to consumers were slightly higher--2 percent--in April-September 1954 than in April-September 1953. Another factor bearing on the relative consumption of butter and margarine which is hard to evaluate is the amount of merchandising effort expended on the products. However, we do know that over the period 1947 to 1954 there was much emphasis on the merchandising and promotion of margarine, while over the past 2 years the dairy industry has carried on an accelerated merchandising and promotional program.

Some evidence of the reliability of these data may be had by comparing household purchase data and trade data on total domestic disappearance of butter and margarine for the 12 months ending March 31, 1955, with the corresponding period a year earlier.

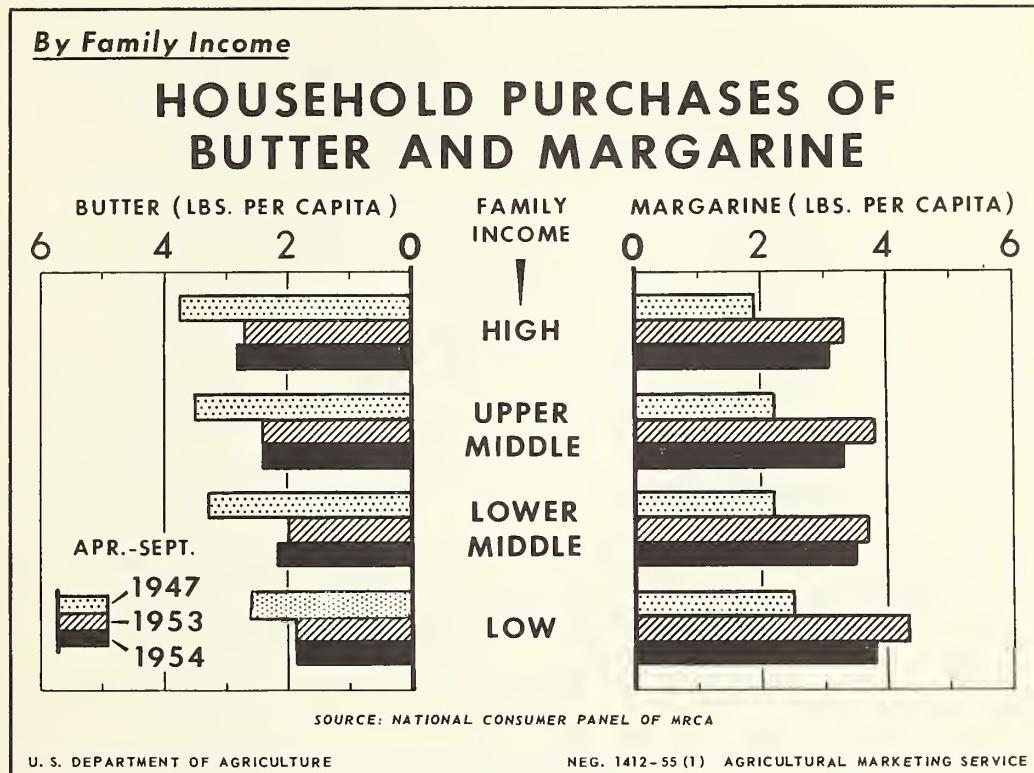


Figure 1

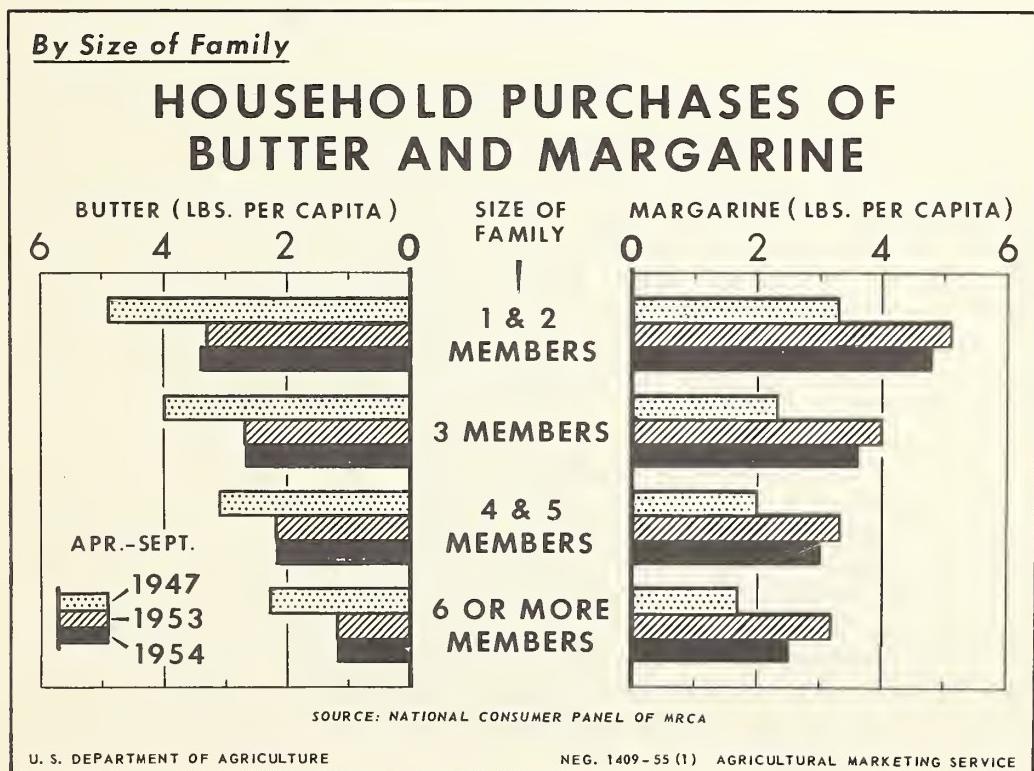


Figure 2

Butter purchases for household use were reported 13 percent greater during April 1954-March 1955 than a year earlier. The Department's estimate of creamery butter disappearance in domestic civilian channels based on trade and official stock figures indicates a 9-percent gain for the year ended March 31, 1955, over the previous year. This estimate of domestic civilian disappearance of creamery butter excludes donations to food distribution programs. Household purchases of butter were estimated to make up over 60 percent of total disappearance of creamery butter during the April 1954-March 1955 period. The indicated gain of 13 percent in the household segment of total butter usage leaves but a very small--2 percent--increase in nonhousehold uses. This indicated change in nonhousehold use of butter during April 1954-March 1955 from a year earlier is substantiated by fragmentary information.

Margarine purchases for household use were 3 percent larger in April 1954-March 1955 than in the preceding 12-month period. The Department's estimate of total domestic civilian use of margarine which is based on production and stocks figures reported to the Bureau of the Census indicated a 4-percent gain during April 1954-March 1955 from a year earlier. Household purchases of margarine during the 12 months ending March 31, 1955, were about 90 percent of total disappearance. It is estimated that nonhousehold purchases of margarine during April 1954-March 1955 increased about 8 percent from a year earlier compared with the 2-percent increase in nonhousehold use of butter.

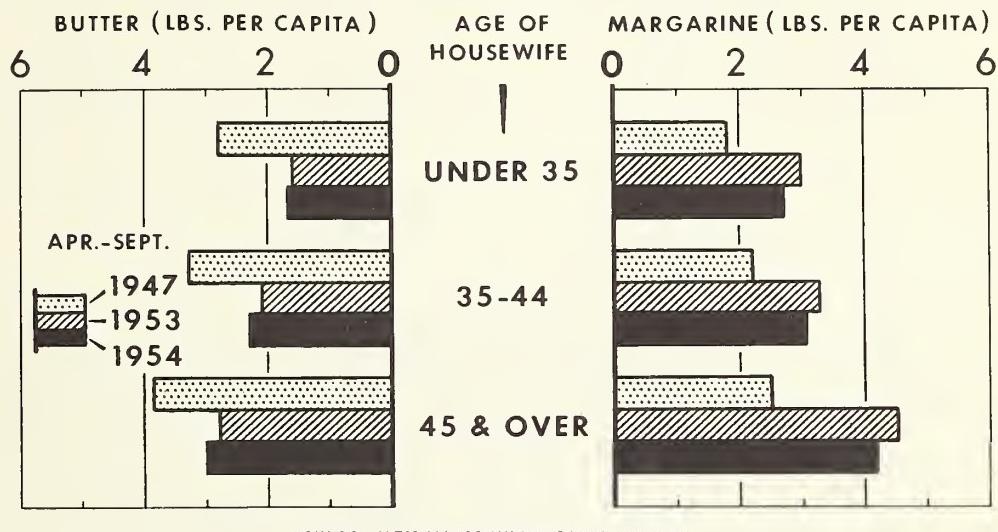
#### Family Characteristics Related to Butter and Margarine Consumption

Families in the upper income groups reported larger per capita purchases of butter than those in the lower income groups, which made greater use of margarine. For butter the reported differences in per capita household purchases were somewhat smaller for the lower and upper income groups in 1953 and 1954 than in 1947. For margarine, although there was a big difference in reported household purchases per capita between the highest and the lowest income families, the two middle groups were close together in level of purchases (table 1 and 5).

It is doubtful whether there were any significant changes between income groups from April-September 1953 to April-September 1954 in household purchases of butter and margarine. In April-September 1954, compared with a year earlier, household purchases of butter per capita were reported from 7 to 10 percent larger in the high and lower-middle income groups, with the upper-middle and low income households reporting practically no change. For margarine the high and lower-middle income families reported the smallest drop in per capita purchases from April-September 1953 to April-September 1954.

By Age of Housewife

## HOUSEHOLD PURCHASES OF BUTTER AND MARGARINE



SOURCE: NATIONAL CONSUMER PANEL OF MRCA

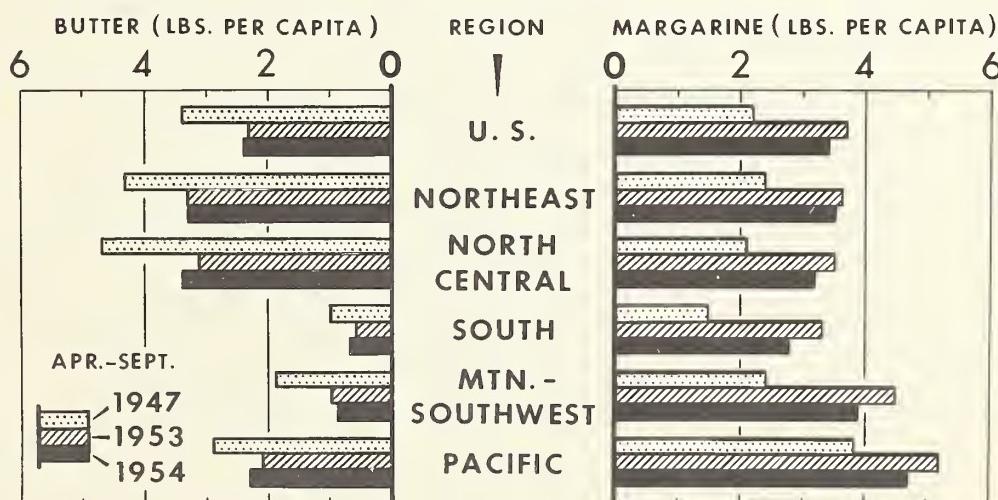
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Figure 3

By Regions

## HOUSEHOLD PURCHASES OF BUTTER AND MARGARINE



SOURCE: NATIONAL CONSUMER PANEL OF MRCA

U. S. DEPARTMENT OF AGRICULTURE

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Figure 4

Declines in household purchases per capita for butter from 1947 to 1953 and 1954 were around 30 percent regardless of income group, while over this same period householders in all income groups reported a gain of 50 percent or more in their per capita use of margarine (figure 1).

In April-September 1947, households headed by persons with some college training reported the largest per capita use of butter. In 1953 and 1954 this relationship had changed so that there was little significant difference in the indicated per capita purchase rate for families by education of family head. There apparently were no clearcut differences in purchase patterns for margarine by education of family head.

Households headed by farmers were relatively low per capita users of butter compared with other families. Of course, many farm families use home-produced butter. Margarine use in families headed by farmers was low relative to other families in all periods surveyed, but showed a sharp increase from 1947 to 1953 and 1954.

In all three periods, households without children were much larger per capita users of both butter and margarine than those with children. Generally, those families with children 5 years old and under, and those with children in more than one age group, bought less butter and less margarine per capita than other households.

Families of housewives 45 years old and over indicated the largest per capita use of butter and of margarine in all three time periods surveyes. Housewives in the older group reported a larger gain in the use of margarine from 1947 to 1954 and a smaller drop in the use of butter over this period than did other housewives (figure 3).

Per capita purchases of butter and of margarine, it is indicated, declined as the size of the household increased. In April-September 1954, compared with April-September 1947, the 6-member or more families reported the largest drop in per capita use of butter, while the 3-member families indicated the largest gain in the use of margarine (figure 2).

On a combined basis, household purchases of butter and margarine tended to be somewhat higher for the two upper-income groups than for the two lower-income groups. However, the differences on this basis were not too marked (table 9).

## NONFAT DRY MILK SOLIDS AND CHEESE

This section contains household purchase data and related information for nonfat dry milk solids and cheese for the 6-month period of April-September 1954. Primary emphasis in this discussion is placed on differences in the various family characteristic categories.

### Nonfat Dry Milk Solids

Households in the lowest income group reported higher per capita purchases of nonfat dry milk solids during April-September 1954 than those in the other income groups. The upper-middle and lower-middle income households purchased about one-third more of this product per capita than the high income families (table 11).

Families having a college-trained person as head of the household reported larger per capita purchases of nonfat dry milk solids during April-September 1954 than did families having a high school or grammar school trained person as head of the household. A larger percentage of households having a college educated person as head bought nonfat dry milk solids than other families. Farm families were the smallest per capita users of nonfat dry milk solids during this period, while families headed by professional persons were the largest users.

Families without children were the largest per capita users of nonfat dry milk solids. Households with children 5 years old and under and those with children in more than one age group indicated smaller per capita purchases of nonfat dry milk solids in April-September 1954 than other families. Although families with no children bought nonfat dry milk solids less frequently and their purchases per family were smaller, their percentage of all families buying was higher than for other groups.

Nonfat dry milk solids purchases per capita during April-September 1954 were reported as ranging from 0.3 pounds for households with housewives under 35 to 0.6 pound for housewives 45 years old and over. However, housewives in the group 35-44 years old bought somewhat more nonfat dry milk solids per capita for their households than housewives under 35 years of age.

Families having six or more members reported making the largest number of purchases and larger purchases per buying family than smaller sized families. However, reported per capita purchases of nonfat dry milk solids were largest for one- and two-member families and smallest for four- and five-member families.

Per capita purchases of nonfat dry milk solids in 1954 were relatively low in farm communities and in large metropolitan areas (table 12).

### Cheese

Household purchases per capita of natural American cheese were reported highest in the top two income groups. The high and upper-middle income groups also reported larger per capita purchases for natural Swiss, cream, and "other" varieties than the bottom two income groups. In addition, households in the upper two income groups reported larger per capita purchases of processed cheese and cheese foods. For processed cheese spreads, the lower middle income group indicated the highest per capita purchase level. Differences between income groups for cheese spreads were not as great as for other types of cheese. Cottage cheese purchases per capita by income groups tended to be largest for households in the low income category and lowest for upper middle income families (table 13).

Households headed by persons with some college education generally reported higher per capita purchases for the various cheese types. On the other hand, households headed by people with a grammar school education tended to be smaller per capita users of the various cheese types.

Families without children reported much higher per capita purchases of natural types of cheese than other families. Processed cheese purchases per capita were also relatively high for households without children, but differences were not as marked as for purchases of the natural cheese types. Cottage cheese purchases per capita for households without children were reported double those of any other group. Purchases were low for households having children in more than one age group.

Housewives over 45 years of age bought more natural, processed, and cottage cheese for their households per capita than other housewives, particularly natural cheese and cottage cheese.

Generally, families with 1 and 2 members reported much larger per capita purchases of cheese than other families. For most cheese types, per capita purchases tended to decline as the size of family increased.

Although per capita purchases of cheese were generally related to levels of income, the lower middle income households were reported above other households in percentage of families buying the various cheese types. Purchases per buying family and

volume per buying family, however, were reported somewhat higher for families in the upper and upper middle income groups than in the lower income groups.

Householders in smaller communities reported smaller per capita purchases of cheese than householders in larger communities. This difference was particularly noticeable for household purchases of natural Swiss, cream, and "other" varieties (table 18).

#### NOTES ON TABLES

The tables contained in this report give data breakdowns by regions, size of community, and selected family characteristics. These data represent purchases for household use only, and do not reflect purchases for or by hotels, restaurants, hospitals, or other institutions. The data cover 6-month periods, April-September, in the years shown, in order to permit comparisons between periods of equal length and during the same seasons of the year.

Regional areas are defined as follows:

- (1) Northeast--New England and Middle Atlantic States, plus Delaware, Maryland, and District of Columbia.
- (2) North Central--Ohio, Indiana, Illinois, Michigan, Minnesota, Wisconsin, Iowa, Missouri, North Dakota, South Dakota, Nebraska, and Kansas.
- (3) South--Arkansas, Alabama, Florida, Georgia, Kentucky, Louisiana, North Carolina, South Carolina, Tennessee, Mississippi, Virginia, and West Virginia.
- (4) Mountain-Southwest--Eight Mountain States and Texas and Oklahoma.
- (5) Pacific--Washington, Oregon, and California.

The approximate 1954 U. S. population distribution of these regions is as follows: Northeast, 28.0 percent; North Central, 29.7 percent; South, 22.4 percent; Mountain-Southwest, 9.8 percent; Pacific, 10.1 percent.

The "family income" classification used in this report was based on a division of family income into four quartiles in each community size within regions. For example, in the North Central region all farm families were divided into four groups. In turn, the families in each of the other city size classifications in the region were divided into four groups. All of the families in the highest income quartiles were then combined to form the "upper income group." Those in the next highest quartile formed the "upper middle income group," etc.

In the classification "size of community" the total population of metropolitan areas were used rather than populations within corporate city limits.

The "average volume of purchases per buying family" was calculated by dividing total purchases of each product during the 6-month period by the total number of families making purchases at any time during the period. On the other hand, "volume of purchases per 1,000 capita" were computed by dividing total purchases by the total number of persons in the category irrespective of whether or not purchases were made by the family of which they were members.

Table 1.--Butter: Household purchases per capita, percentage of all families buying, and average price paid per pound, by family characteristics, April-September, 1947, 1953, and 1954

Family characteristics	Percentage of all families buying			Purchases per 1,000 capita			Prices paid per pound		
	1947		1953	1947	1953	1954	1947	1953	1954
	Percent	Percent	Percent	Pounds	Pounds	Pounds	Cents	Cents	Cents
<b>Family Income</b>									
Upper.....	79.2	66.2	55.9	3,811	2,661	2,846	73.1	74.8	66.2
Upper middle.....	72.4	59.2	51.7	3,523	2,438	2,444	73.3	74.6	66.1
Lower middle.....	70.0	56.4	61.5	3,313	2,021	2,221	73.5	74.7	65.4
Lower.....	61.2	52.7	50.8	2,645	1,887	1,911	73.2	75.4	66.9
<b>Education of Family Head</b>									
Grammar school.....	66.5	56.1	52.1	3,236	2,383	2,378	73.3	74.2	65.9
Some high school.....	72.0	59.2	55.8	3,400	2,158	2,269	73.4	75.5	66.0
Some college.....	79.9	64.0	60.9	3,725	2,224	2,460	73.1	75.3	67.1
<b>Occupation of Family Head</b>									
Professional, executive.....	85.7	64.8	61.4	4,195	2,477	2,578	73.8	75.5	66.6
Clerical, sales, service.....	80.0	61.1	57.3	3,911	2,358	2,577	73.5	75.0	67.0
Craftsman, laborer.....	76.5	59.4	56.9	3,516	2,152	2,273	73.5	75.0	66.2
Farmer.....	40.8	38.8	34.7	2,322	2,211	2,014	71.9	71.7	63.2
Unclassified.....	72.5	56.6	51.2	3,401	2,341	2,549	73.9	75.7	66.7
<b>Presence of Children</b>									
No children.....	74.3	62.3	57.5	4,444	3,230	3,417	73.1	74.8	66.5
5 years and under.....	69.8	61.7	59.3	2,801	2,465	2,150	74.1	74.8	66.4
6-12 years.....	71.3	60.3	54.1	3,622	2,333	2,391	73.3	74.9	65.7
13-20 years.....	68.2	55.6	53.5	3,378	2,357	2,421	73.2	75.0	65.8
Multiple age groups.....	66.2	51.0	49.6	2,615	1,441	1,556	73.4	74.6	65.6
<b>Age of Housewife</b>									
Under 35 years.....	69.1	51.3	51.6	2,783	1,551	1,670	73.9	75.1	66.1
35-44 years.....	70.5	61.2	56.9	3,259	2,066	2,253	73.2	75.1	65.9
45 years and over.....	72.0	60.0	55.8	3,931	2,831	2,986	73.0	74.5	66.2
<b>Size of family</b>									
1 and 2 members.....	74.3	61.8	57.1	4,935	3,331	3,399	73.1	74.8	66.5
3 members.....	71.5	59.2	55.9	4,012	2,679	2,671	73.2	74.8	65.8
4 and 5 members.....	70.8	59.2	56.0	3,146	2,187	2,209	73.4	74.9	66.2
6 or more members.....	61.1	44.4	43.7	2,272	1,160	1,233	73.2	74.3	65.2

Table 2.--Butter: Household purchases per capita, percentage of all families buying, and average price paid per pound, by place of residence, April-September, 1947, 1953, and 1954

Place of residence	Percentage of all families buying			Purchases per 1,000 capita			Prices paid per pound		
	1947		1953	1947	1953	1954	1947	1953	1954
	Percent	Percent	Percent	Pounds	Pounds	Pounds	Cents	Cents	Cents
<b>United States</b>									
United States.....	70.7	58.6	54.9	3,370	2,281	2,352	73.3	74.8	66.1
<b>MRCA Areas</b>									
Northeast.....	87.0	74.0	71.8	4,278	3,267	3,304	74.3	76.3	67.7
South.....	37.4	34.5	29.0	1,016	609	664	69.4	75.1	69.1
North Central.....	82.5	67.7	56.8	4,726	3,078	3,394	72.7	73.1	64.1
Mountain-Southwest.....	49.3	35.2	31.8	1,885	972	905	73.0	76.7	69.1
Pacific.....	70.8	60.1	59.7	2,861	2,140	2,339	76.4	74.3	64.9
<b>Size of Community</b>									
Farm.....	40.5	37.1	30.8	2,317	1,946	1,562	71.9	72.6	62.8
Under 2,500.....	--	48.9	46.1	--	1,705	1,749	--	74.3	66.4
Under 10,000.....	68.9	--	--	3,426	--	--	72.6	--	--
2,500 to 50,000.....	--	54.4	54.1	--	2,142	2,363	--	73.6	65.5
10,000 to 100,000.....	77.0	--	--	3,889	--	--	73.1	--	--
50,000 to 500,000.....	--	59.2	55.0	--	1,959	2,024	--	75.4	.66.0
100,000 to 500,000.....	80.5	--	--	2,834	--	--	73.1	--	--
500,000 and over.....	87.8	74.0	73.5	4,264	3,933	3,289	74.7	75.9	67.1

Table 3.--Butter: Frequency of purchase and volume of purchases per buying family,  
by family characteristics, April-September, 1953 and 1954

Family characteristics	Purchases			Volume of purchases		
	Apr.-Sept. 1953	Apr.-Sept. 1954	Percent change 1953-1954	Apr.-Sept. 1953	Apr.-Sept. 1954	Percent change 1953-1954
	Number	Number	Percent	Pounds	Pounds	Percent
Family Income						
Upper.....	14.0	16.1	15.0	15.6	18.6	19.2
Upper middle.....	13.4	14.9	11.2	14.9	16.6	11.4
Lower middle.....	12.9	11.6	-10.1	12.8	12.4	-3.1
Lower.....	11.1	10.7	-3.6	9.7	10.5	8.2
Education of Family Head						
Grammar school.....	13.3	13.1	-1.5	14.8	15.4	4.1
Some high school.....	12.9	13.0	0.8	12.7	13.5	6.3
Some college.....	11.9	12.7	6.7	11.2	17.7	58.0
Occupation of Family Head						
Professional, executive.....	13.0	12.4	-4.6	13.4	12.8	-4.5
Clerical, sales, service.....	13.1	13.5	3.1	12.4	13.2	6.4
Craftsman, foreman.....	14.0	14.4	2.8	14.5	15.2	4.8
Laborer, operator.....	12.6	12.8	1.6	12.7	13.4	5.5
Farmer.....	13.5	13.2	-2.2	22.1	21.8	-1.4
Unclassified.....	11.3	12.0	6.2	10.0	11.6	16.0
Presence of Children						
No children.....	11.8	12.4	5.1	11.3	12.2	8.0
5 years and under .....	13.6	13.1	-3.7	13.7	13.2	-3.6
6-12 years.....	14.7	15.1	2.7	15.8	16.5	4.4
13-20 years.....	14.8	14.5	-2.0	17.2	15.9	-7.6
Multiple age groups.....	13.3	14.0	5.3	14.9	17.4	16.8
Age of Housewife						
Under 35 years.....	12.0	12.3	2.5	11.8	12.8	8.5
35-44 years.....	13.6	13.7	0.7	14.4	15.8	9.7
45 years and over.....	12.8	13.1	2.3	13.4	14.1	5.2
Size of Family						
1 and 2 members.....	11.1	11.8	6.3	9.8	11.0	12.2
3 members.....	13.8	14.1	2.2	14.1	14.3	1.4
4 and 5 members.....	14.5	15.4	6.2	16.2	17.3	6.8
6 or more members.....	13.6	13.8	1.5	17.7	20.1	13.6

Table 4.--Butter: Frequency of purchase and volume of purchases per buying family,  
by place of residence, April-September, 1953 and 1954

Place of residence	Purchases			Volume of purchases		
	Apr.-Sept. 1953	Apr.-Sept. 1954	Percent change 1953-1954	Apr.-Sept. 1953	Apr.-Sept. 1954	Percent change 1953-1954
	Number	Number	Percent	Pounds	Pounds	Percent
U. S. Total.....	12.9	13.0	0.8	13.4	14.2	6.0
MRCA Areas						
Northeast.....	15.5	14.8	-4.5	15.2	14.8	-2.6
South.....	8.1	10.3	27.2	6.7	8.7	29.8
North Central.....	13.1	13.1	0.0	15.3	16.4	7.2
Mountain-Southwest.....	9.1	8.8	-3.3	9.1	9.3	2.2
Pacific.....	10.7	11.1	3.7	11.3	11.5	1.8
Size of Community						
Farm.....	13.0	11.9	-8.5	20.4	19.6	-3.9
Under 2,500.....	11.1	11.1	0.0	12.2	12.7	4.1
2,500 to 50,000.....	12.5	12.7	1.6	13.0	14.1	8.5
50,000 to 500,000.....	11.2	11.4	1.8	11.0	11.8	7.3
500,000 and over.....	14.8	15.1	2.0	13.8	14.3	3.6

Table 5.--Margarine: Household purchases per capita, percentage of all families buying, and average price paid per pound, by family characteristics, April-September, 1947, 1953, and 1954

Family characteristics	Percentage of all families buying			Purchases per 1,000 capita			Prices paid per pound		
	1947		1953	1947		1953	1947		1954
	Percent	Percent	Percent	Pounds	Pounds	Pounds	Cents	Cents	Cents
<b>Family income</b>									
Upper.....	57.2	76.4	64.9	1,936	3,283	3,106	40.8	26.1	27.0
Upper middle.....	58.7	79.5	73.1	2,243	3,818	3,337	40.2	26.1	26.2
Lower middle.....	55.8	78.6	85.0	2,205	3,747	3,467	40.1	26.1	26.4
Lower.....	59.6	78.7	80.0	2,536	4,291	3,777	40.7	26.3	27.0
<b>Education of Family Head</b>									
Grammar school.....	53.4	75.1	72.0	2,109	3,652	3,283	40.5	26.4	27.0
Some high school.....	62.2	81.5	78.9	2,390	3,886	3,546	40.5	25.9	26.4
Some college.....	61.9	80.6	81.0	2,185	3,715	3,546	40.3	25.7	26.3
<b>Occupation of Family Head</b>									
Professional, executive.....	63.6	79.3	80.3	2,290	3,520	3,629	40.7	26.1	26.6
Clerical, sales, service.....	61.3	81.4	78.1	2,330	3,904	3,652	40.2	26.2	26.4
Craftsman, laborer.....	66.9	79.6	78.5	2,795	3,818	3,386	40.2	26.1	26.7
Farmer.....	32.2	60.2	56.0	972	2,531	2,307	41.4	26.8	26.7
Unclassified.....	66.2	81.4	81.2	3,524	4,986	4,781	40.4	25.9	26.8
<b>Presence of Children</b>									
No children.....	58.0	76.5	75.3	2,898	4,700	4,603	40.5	25.9	27.0
5 years and under.....	59.2	76.7	76.5	1,870	3,121	2,702	40.0	26.5	27.0
6-12 years.....	58.9	82.1	80.4	2,300	3,250	3,278	40.6	25.9	26.7
13-20 years.....	56.6	78.4	78.5	2,040	3,918	3,726	40.7	27.0	26.8
Multiple age group.....	57.0	80.7	74.6	1,808	3,227	2,676	40.3	25.9	26.0
<b>Age of Housewife</b>									
Under 35 years.....	55.9	78.1	78.7	1,769	3,026	2,695	39.8	25.9	26.2
35-44 years.....	57.7	78.0	72.9	2,238	3,274	3,124	40.5	25.9	26.4
45 years and over.....	59.3	78.6	76.0	2,526	4,490	4,243	40.7	26.4	27.0
<b>Size of Family</b>									
1 and 2 members.....	58.7	76.5	75.5	3,319	5,075	4,819	40.6	26.0	27.1
3 members.....	56.8	78.7	77.8	2,340	4,004	3,614	40.4	26.2	27.0
4 and 5 members.....	58.0	79.5	75.6	2,048	3,300	2,993	40.2	26.0	26.3
6 or more members.....	57.1	80.3	74.4	1,683	3,170	2,484	40.8	26.5	26.1

Table 6.--Margarine: Household purchases per capita, percentage of all families buying, and average price paid per pound, by place of residence, April-September, 1947, 1953, and 1954

Place of residence	Percentage of all families buying			Purchases per 1,000 capita			Prices paid per pound		
	1947		1953	1947		1953	1947		1954
	Percent	Percent	Percent	Pounds	Pounds	Pounds	Cents	Cents	Cents
<b>United States</b>									
United States.....	57.8	78.3	76.0	2,207	3,745	3,423	40.4	26.1	26.6
<b>NRCA Areas</b>									
Northeast.....	59.9	74.0	75.1	2,431	3,593	3,513	39.7	26.8	27.7
South.....	46.6	78.2	76.3	1,509	3,259	2,843	41.8	26.0	26.3
North Central.....	56.4	76.6	72.2	2,072	3,542	3,205	40.3	27.3	27.5
Mountain-Southwest.....	61.1	89.2	82.4	2,365	4,497	3,872	42.0	26.2	25.7
Pacific.....	75.4	81.7	83.6	3,750	5,174	4,716	39.8	23.3	24.0
<b>Size of Community</b>									
Farm.....	31.8	64.5	55.9	967	2,734	2,147	41.3	27.0	27.4
Under 2,500.....	--	80.8	81.6	--	4,402	3,795	--	27.4	27.3
Under 10,000.....	62.6	--	--	2,682	--	--	41.3	--	--
2,500 to 50,000.....	--	85.8	82.4	--	4,372	4,042	--	26.3	26.8
10,000 to 100,000.....	66.0	--	--	2,645	--	--	39.7	--	--
50,000 to 500,000.....	--	85.0	83.9	--	4,025	3,989	--	25.3	25.6
100,000 to 500,000.....	76.7	--	--	3,387	--	--	40.3	--	--
500,000 and over.....	62.1	74.8	74.3	2,320	3,425	3,152	39.5	25.5	26.9

Table 7.--Margarine: Frequency of purchase and volume of purchases per buying family,  
by family characteristics, April-September, 1953 and 1954

Family characteristics	Purchases			Volume of purchases		
	Apr.-Sept. 1953	Apr.-Sept. 1954	Percent change 1953-1954	Apr.-Sept. 1953	Apr.-Sept. 1954	Percent change 1953-1954
	Number	Number	Percent	Pounds	Pounds	Percent
Family income						
Upper.....	11.8	11.9	0.8	17.0	17.5	2.9
Upper middle.....	12.1	10.7	-11.6	17.8	16.1	-9.6
Lower middle.....	11.9	9.7	-18.5	17.4	14.0	-19.5
Lower.....	11.1	9.7	-12.6	15.1	13.2	-12.6
Education of Family Head						
Grammar school.....	11.8	10.5	-11.0	17.3	15.4	-11.0
Some high school.....	12.0	10.4	-13.3	16.9	14.9	-11.8
Some college.....	11.1	9.8	-11.7	15.2	13.8	-9.2
Occupation of Family Head						
Professional, executive.....	11.7	10.4	-11.1	15.9	14.4	-9.4
Clerical, sales, service.....	11.4	9.9	-13.2	15.8	13.7	-13.3
Craftsman, foreman.....	12.1	10.7	-11.6	18.0	15.7	-12.8
Laborer, operator.....	12.8	10.2	-20.3	19.1	15.1	-20.9
Farmer.....	10.8	10.3	-4.6	16.6	15.5	-6.6
Unclassified.....	10.8	9.9	-8.3	15.1	13.8	-8.6
Presence of Children						
No children.....	10.3	9.3	-9.7	13.7	12.5	-8.8
5 years and under.....	11.1	9.8	-11.7	14.2	13.2	-7.0
6-12 years.....	11.7	11.0	-6.0	16.6	15.2	-8.4
13-20 years.....	13.9	11.4	-18.0	20.7	16.7	-19.3
Multiple age groups.....	13.6	12.8	-5.9	21.6	19.9	-7.9
Age of Housewife						
Under 35 years.....	11.1	9.6	-13.5	15.5	13.5	-12.9
35-44 years.....	12.4	11.4	-8.1	18.3	17.1	-6.6
45 years and over.....	11.6	10.3	-11.2	16.6	14.7	-11.4
Size of Family						
1 and 2 members.....	9.8	9.1	-7.1	12.4	11.8	-4.8
3 members.....	11.6	10.3	-11.2	16.2	13.9	-14.2
4 and 5 members.....	12.7	11.9	-6.3	18.5	17.4	-5.9
6 or more members.....	15.6	13.9	-10.9	27.3	23.8	-12.8

Table 8.--Margarine: Frequency of purchase and volume of purchases per buying family,  
by place of residence, April-September, 1953 and 1954

Place of residence	Purchases			Volume of purchases		
	Apr.-Sept. 1953	Apr.-Sept. 1954	Percent change 1953-1954	Apr.-Sept. 1953	Apr.-Sept. 1954	Percent change 1953-1954
	Number	Number	Percent	Pounds	Pounds	Percent
U. S. Total.....	11.3	10.4	-8.0	16.5	14.9	-9.7
MRCA Areas						
Northeast.....	11.8	10.6	-10.2	17.0	15.0	-11.8
South.....	12.4	11.1	-10.5	16.1	14.5	-9.9
North Central.....	11.1	10.0	-9.9	15.9	14.3	-10.1
Mountain-Southwest.....	12.2	10.9	-10.6	17.0	15.4	-9.4
Pacific.....	11.7	9.8	-16.2	19.8	16.6	-16.2
Size of Community						
Farm.....	10.9	9.7	-11.0	16.9	14.8	-12.4
Under 2,500.....	13.3	10.5	-21.1	19.4	15.6	-19.6
2,500 to 50,000.....	12.1	11.3	-6.6	17.3	15.9	-8.1
50,000 to 500,000.....	11.5	10.9	-5.2	16.1	15.2	-5.6
500,000 and over.....	11.2	10.0	-10.7	15.8	13.5	-14.6

Table 9.-- Butter and Margarine: Combined household purchases per capita, by family characteristics, April-September, 1947, 1953, and 1954

Family characteristics	Purchases per capita 1/		
	April-September 1947	April-September 1953	April-September 1954
	Pounds	Pounds	Pounds
Family Income			
Upper.....	5.7	5.9	6.0
Upper middle.....	5.8	6.3	5.8
Lower middle.....	5.5	5.8	5.7
Lower.....	5.2	6.2	5.7
Education of Family Head			
Grammar school.....	5.3	6.0	5.7
Some high school.....	5.8	6.1	5.8
Some college.....	5.9	5.9	6.0
Occupation of Family Head			
Executive, professional.....	6.5	6.0	6.2
Clerical, sales, service.....	6.2	6.3	6.2
Craftsman, laborer.....	6.3	6.0	5.7
Farmer.....	3.3	4.7	4.3
Unclassified.....	6.9	7.3	7.3
Presence of Children			
No children.....	7.3	7.9	8.0
5 years and under.....	4.7	5.6	4.9
6-12 years.....	5.9	5.6	5.7
13-20 years.....	5.4	6.3	6.1
Multiple age groups.....	4.4	4.7	4.2
Age of Housewife			
Under 35 years.....	4.6	4.6	4.4
35-44 years.....	5.5	5.3	5.4
45 years and over.....	6.5	7.3	7.2
Size of Family			
1 and 2 members.....	8.3	8.4	8.2
3 members.....	6.4	6.7	6.3
4 and 5 members.....	5.2	5.5	5.2
6 or more members.....	4.0	4.3	3.7

1/ Computed from unrounded figures.

Table 10.-- Butter and Margarine: Combined household purchases per capita, by place of residence, April-September, 1947, 1953, and 1954

Place of residence	Purchases per capita 1/		
	April-September 1947	April-September 1953	April-September 1954
	Pounds	Pounds	Pounds
United States.....	5.6	6.0	5.8
MRCA Areas			
Northeast.....	6.7	6.9	6.8
South.....	2.5	3.9	3.5
North Central.....	6.8	6.6	6.6
Mountain and Southwest.....	4.2	5.5	4.8
Pacific.....	6.6	7.3	7.1
Size of Community			
Farm.....	3.3	4.7	3.7
Under 2,500.....	--	6.1	5.5
Under 10,000.....	6.1	--	--
25,000 to 50,000.....	--	6.5	6.4
10,000 to 100,000.....	6.5	--	--
50,000 to 500,000.....	--	6.0	6.0
100,000 to 500,000.....	6.2	--	--
500,000 and over.....	6.6	6.5	6.4

1/ Computed from unrounded figures.

Table 11.--Nonfat Dry Milk Solids: Household purchases and average prices, by family characteristics, April-September 1954

Family characteristics	Percentage	Purchases	Per buying family		Average prices	
	of all families buying	per capita	Purchases	Volume	Per equivalent pound	Per actual pound
	Percent	Pounds	Number	Pounds	Cents	Cents
Family Income						
Upper.....	20.3	312	3.9	5.6	36.6	34.2
Upper middle.....	22.9	434	4.4	6.7	36.7	35.4
Lower middle.....	26.7	417	4.0	5.3	36.9	34.2
Lower.....	26.3	492	4.0	5.2	37.5	36.2
Education of Family Head						
Grammar school.....	22.9	380	4.4	5.6	37.0	35.3
Some high school.....	23.8	420	4.1	5.9	37.4	35.5
Some college.....	28.4	492	3.4	5.4	36.0	34.1
Occupation of Family Head						
Professional, executive.....	25.2	486	3.9	6.2	36.6	34.4
Clerical, sales, service.....	23.2	426	4.2	5.4	36.9	33.8
Craftsman, foreman.....	24.7	376	3.8	5.2	36.5	35.0
Laborer, operator.....	21.3	370	4.0	5.6	37.3	35.8
Farmer.....	19.0	274	4.6	5.4	38.5	37.2
Unclassified.....	30.0	770	4.2	6.0	36.6	35.3
Presence of Children						
No children.....	26.0	644	3.7	5.1	36.8	35.4
5 years and under.....	18.2	284	4.2	5.7	37.3	34.4
6-12 years.....	21.8	339	4.4	5.8	37.5	34.4
13-20 years.....	23.5	394	4.3	5.9	37.1	35.7
Multiple age groups.....	24.9	300	4.6	6.7	36.9	34.8
Age of Housewife						
Under 35 years.....	22.3	290	4.0	5.2	36.9	34.5
35-44 years.....	23.1	359	4.2	6.2	37.5	35.6
45 years and over.....	25.7	555	4.1	5.7	36.7	35.1
Size of Family						
1 and 2 members.....	25.7	693	3.6	5.0	36.6	35.1
3 members.....	23.2	435	4.4	5.6	36.9	34.9
4 and 5 members.....	22.4	271	4.2	5.3	38.2	35.9
6 or more members.....	26.1	324	5.2	8.8	36.3	34.4

Table 12.--Nonfat Dry Milk Solids: Household purchases and average prices, by place of residence, April-September 1954

Place of residence	Percentage	Purchases	Per buying family		Average prices	
	of all families buying	per capita	Purchases	Volume	Per equivalent pound	Per actual pound
	Percent	Pounds	Number	Pounds	Cents	Cents
United States.....	24.1	414	4.1	5.7	37.0	35.1
MRCA Areas						
Northeast.....	25.3	378	3.5	4.8	35.5	33.6
South.....	29.0	515	5.1	6.7	37.9	35.9
North Central.....	17.7	252	3.7	4.6	37.0	34.4
Mountain-Southwest.....	25.9	590	4.9	7.4	37.8	36.6
Pacific.....	27.0	544	3.8	5.9	36.6	36.6
Size of Community						
Farm.....	21.0	266	3.8	4.9	39.2	38.2
Under 2,500.....	29.0	507	4.3	5.8	38.4	36.6
2,500 to 50,000.....	28.6	478	3.6	5.4	36.4	34.3
50,000 to 500,000.....	26.3	500	4.5	6.1	36.4	34.2
500,000 and over.....	19.2	345	4.0	5.7	36.1	34.2

Table 13. --Cheese: Household purchases per 1,000 capita, by types, by family characteristics, April-September 1954

Family characteristics	Natural				Processed				Cottage cheese
	American	Swiss	Cream	Other	Cheese	Cheese foods	Cheese spreads		
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds		
<b>Family Income</b>									
Upper.....	659	177	137	177	446	401	234	1,401	
Upper middle.....	662	150	123	134	483	377	240	1,377	
Lower middle.....	550	99	111	107	416	362	255	1,426	
Lower.....	597	108	102	100	364	277	206	1,474	
<b>Education of Family Head</b>									
Grammar school.....	605	109	95	105	357	287	211	1,265	
Some high school.....	583	146	124	131	494	390	247	1,451	
Some college.....	715	169	170	192	472	467	272	1,787	
<b>Occupation of Family Head</b>									
Professional, executive..	742	221	195	199	495	408	259	1,835	
Clerical, sales, service..	697	112	173	140	506	354	271	1,712	
Craftsman, foreman.....	615	161	117	152	512	383	238	1,489	
Laborer, operator.....	489	111	81	106	362	344	199	1,018	
Farmer.....	532	51	23	52	273	310	198	751	
Unclassified.....	821	81	142	84	364	239	302	2,495	
<b>Presence of Children</b>									
No children.....	1,037	231	181	210	521	388	321	2,669	
5 years and under.....	354	70	118	135	440	449	233	1,037	
6-12 years.....	578	151	136	119	471	360	250	1,118	
13-20 years.....	618	128	100	120	485	366	214	1,309	
Multiple age groups.....	374	71	69	70	321	297	168	681	
<b>Age of Housewife</b>									
Under 35 years.....	358	89	80	93	418	376	206	815	
35-44 years.....	540	108	122	102	412	343	215	1,017	
45 years and over.....	882	187	146	179	444	345	271	2,214	
<b>Size of Family</b>									
1 and 2 members.....	1,084	239	194	208	576	391	339	2,901	
3 members.....	634	140	122	175	477	419	257	1,429	
4 and 5 members.....	468	106	117	103	420	377	216	1,016	
6 or more members.....	342	57	38	49	242	229	136	508	

Table 14. --Cheese: Percentage of all families buying, by types, by family characteristics, April-September 1954

Family characteristics	Natural				Processed				Cottage cheese
	American	Swiss	Cream	Other	Cheese	Cheese foods	Cheese spreads		
	Percent	Percent	Percent	Percent	Percent	Percent	Percent		
<b>Family Income</b>									
Upper.....	52.7	23.7	33.1	27.3	51.1	35.3	39.5	59.2	
Upper middle.....	54.0	19.7	29.5	25.3	53.1	37.9	41.6	60.8	
Lower middle.....	58.6	19.7	33.2	23.3	56.3	38.0	46.9	68.1	
Lower.....	49.1	12.7	20.4	16.6	45.7	27.1	32.6	56.8	
<b>Education of Family Head</b>									
Grammar school.....	48.3	15.3	21.0	17.8	46.3	28.6	33.3	54.6	
Some high school.....	55.2	19.6	32.9	24.5	55.7	38.9	46.5	64.2	
Some college.....	65.2	26.8	42.3	34.0	57.0	40.9	45.2	73.6	
<b>Occupation of Family Head</b>									
Professional, executive..	63.6	30.2	42.7	34.5	59.2	41.2	48.2	75.4	
Clerical, sales, service..	58.8	18.8	35.4	24.8	56.1	34.8	45.1	69.6	
Craftsman, foreman.....	57.7	22.1	34.9	28.0	59.2	37.1	42.6	62.5	
Laborer, operator.....	47.0	17.3	25.1	18.4	49.0	32.6	36.9	55.8	
Farmer.....	42.0	6.7	8.3	11.1	34.5	29.5	30.5	36.8	
Unclassified.....	51.2	9.2	24.4	14.9	41.9	25.4	32.7	69.0	

- Continued

Table 14.--Cheese: Percentage of all families buying, by types, by family characteristics, April-September 1954  
(Continued)

Family characteristics	Natural				Processed				Cottage cheese
	American	Swiss	Cream	Other	Cheese	Cheese foods	Cheese spreads	Cottage cheese	
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	
<b>Presence of Children</b>									
No children.....	58.1	18.6	29.3	22.8	48.2	29.3	37.0	68.2	
5 years and under.....	42.7	18.2	33.8	25.5	52.0	40.9	42.9	59.3	
6-12 years.....	50.6	24.1	34.0	25.3	56.6	39.5	45.4	61.0	
13-20 years.....	56.6	20.8	25.2	21.0	57.5	34.1	42.9	58.2	
Multiple age groups.....	50.3	16.0	25.6	22.1	51.7	38.4	40.3	51.7	
<b>Age of Housewife</b>									
Under 35 years.....	44.7	16.2	27.7	22.7	52.3	40.0	41.6	54.2	
35-44 years.....	56.9	21.5	31.5	24.5	57.7	36.9	43.8	57.3	
45 years and over.....	56.9	18.9	28.2	22.4	47.9	30.1	37.3	67.1	
<b>Size of Family</b>									
1 and 2 members.....	58.2	17.7	28.0	22.1	49.1	29.0	36.4	68.9	
3 members.....	52.5	19.4	32.8	24.4	53.3	35.2	42.0	62.0	
4 and 5 members.....	50.8	20.7	30.5	24.6	54.6	40.7	45.2	58.0	
6 or more members.....	49.3	15.7	18.8	18.3	46.9	32.9	33.6	45.1	

Table 15.--Cheese: Average price paid per unit for household purchases, by types, by family characteristics, April-September 1954

Family characteristics	Natural				Processed				Cottage cheese
	American	Swiss	Cream	Other	Cheese	Cheese foods	Cheese spreads	Cottage cheese	
	Pound	Pound	3 oz.	Pound	Pound	Pound	Pound	Pound	
<b>Family Income</b>									
Upper.....	64.4	77.0	14.4	76.8	61.3	46.7	55.7	21.6	
Upper middle.....	62.5	76.7	14.3	76.5	60.7	45.8	52.4	21.4	
Lower middle.....	62.2	75.9	14.4	75.2	61.1	44.9	52.4	20.9	
Lower.....	61.9	70.9	13.9	73.6	60.6	47.2	53.2	20.7	
<b>Education of Family Head</b>									
Grammar school.....	61.7	71.9	13.8	75.2	60.3	46.2	51.4	20.9	
Some high school.....	63.3	76.3	14.5	71.9	61.0	45.7	54.5	21.1	
Some college.....	64.3	80.4	14.5	77.9	62.2	46.4	55.5	21.7	
<b>Occupation of Family Head</b>									
Professional, executive.....	64.8	75.2	14.5	77.5	62.6	46.7	57.4	21.9	
Clerical, sales, service.....	64.6	79.7	14.2	73.0	63.8	46.7	54.1	21.6	
Craftsman, foreman.....	61.6	76.5	14.3	76.3	60.8	45.8	54.4	20.9	
Laborer, operator.....	62.5	71.2	13.9	78.0	59.6	44.7	51.9	21.0	
Farmer.....	59.4	68.5	15.1	60.2	56.4	46.6	45.2	20.2	
Unclassified.....	62.3	74.8	13.9	74.8	59.7	50.3	54.1	20.2	
<b>Presence of Children</b>									
No children.....	64.5	77.2	14.2	73.1	63.2	48.6	56.5	21.2	
5 years and under.....	61.9	77.9	14.5	79.9	59.7	45.8	51.3	21.6	
6-12 years.....	61.9	76.6	13.9	79.3	60.5	44.9	52.7	21.0	
13-20 years.....	63.0	73.3	14.4	74.4	60.4	46.8	54.1	20.8	
Multiple age groups.....	59.4	70.9	14.4	78.6	59.0	43.8	49.6	20.8	
<b>Age of Housewife</b>									
Under 35 years.....	60.2	74.4	14.4	82.9	59.7	45.1	51.5	21.2	
35-44 years.....	62.1	76.0	14.3	77.1	60.3	44.8	53.3	21.1	
45 years and over.....	63.9	75.6	14.1	72.1	62.3	47.9	54.6	21.1	
<b>Size of Family</b>									
1 and 2 members.....	64.6	76.6	14.2	73.0	63.3	48.5	56.5	21.2	
3 members.....	63.0	77.5	14.3	75.7	60.7	46.8	54.6	21.2	
4 and 5 members.....	61.2	75.0	14.3	80.1	59.8	45.0	51.0	21.2	
6 or more members.....	59.3	67.5	13.9	74.4	58.6	43.2	49.1	20.3	

Table 16.--Cheese: Household purchase frequency per buying family, by types, by family characteristics, April-September 1954

Family characteristics	Natural				Processed				Cottage cheese
	American	Swiss	Cream	Other	Cheese	Cheese foods	Cheese spreads		
	Number	Number	Number	Number	Number	Number	Number		
<b>Family Income</b>									
Upper.....	5.4	4.1	4.3	3.9	4.6	3.0	2.9	8.9	
Upper middle.....	5.2	4.3	4.1	3.2	4.7	2.5	2.6	7.9	
Lower middle.....	4.0	2.9	3.3	2.6	3.8	2.2	2.3	7.3	
Lower.....	4.3	3.7	4.1	2.9	3.5	2.1	2.3	7.3	
<b>Education of Family Head</b>									
Grammar school.....	4.8	3.6	4.2	3.1	3.7	2.4	2.5	7.7	
Some high school.....	4.5	3.9	3.7	3.0	4.4	2.4	2.3	7.6	
Some college.....	4.3	3.5	3.7	3.3	4.0	2.7	2.7	8.2	
<b>Occupation of Family Head</b>									
Professional, executive..	4.7	3.8	4.1	3.3	4.1	2.4	2.5	8.4	
Clerical, sales, service..	4.6	3.2	4.2	3.2	4.5	2.3	2.4	7.7	
Craftsman, foreman.....	4.5	4.0	3.8	3.1	4.6	2.6	2.6	8.1	
Laborer, operator.....	4.6	3.6	3.2	3.3	3.9	2.6	2.4	6.6	
Farmer.....	4.4	3.2	2.8	1.9	3.1	2.4	2.1	6.6	
Unclassified.....	4.7	3.5	4.1	2.3	3.1	2.1	2.8	8.5	
<b>Presence of Children</b>									
No children.....	4.6	4.0	3.6	3.2	3.6	2.2	2.5	8.4	
5 years and under.....	3.8	2.5	3.6	3.3	4.9	2.9	2.5	6.8	
6-12 years.....	5.3	3.9	4.2	3.0	4.8	2.4	2.5	6.9	
13-20 years.....	4.8	3.5	4.3	3.3	4.2	2.7	2.3	7.8	
Multiple age groups.....	4.5	3.6	4.3	3.1	4.6	2.8	2.7	7.0	
<b>Age of Housewife</b>									
Under 35 years.....	3.8	3.4	3.3	3.0	4.7	2.6	2.4	6.0	
35-44 years.....	4.6	3.2	4.4	2.8	2.8	2.5	2.5	7.1	
45 years and over.....	4.9	4.1	3.9	3.4	3.7	2.3	2.5	8.8	
<b>Size of Family</b>									
1 and 2 members.....	4.5	4.0	3.7	3.0	3.6	2.2	2.5	8.3	
3 members.....	4.5	3.6	3.4	3.7	4.1	2.7	2.5	7.2	
4 and 5 members.....	4.9	3.7	4.8	3.3	4.9	2.8	2.5	7.8	
6 or more members.....	4.8	3.1	3.7	2.8	4.4	3.0	3.0	6.6	

Table 17.--Cheese: Household purchase volume per buying family, by types, by family characteristics, April-September 1954

Family characteristics	Natural				Processed				Cottage cheese
	American	Swiss	Cream	Other	Cheese	Cheese foods	Cheese spreads		
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds		
<b>Family Income</b>									
Upper.....	4.6	2.7	1.5	2.4	3.2	4.2	2.2	8.6	
Upper middle.....	4.3	2.7	1.5	1.9	3.2	3.5	2.0	8.0	
Lower middle.....	3.2	1.7	1.1	1.6	2.5	3.3	1.9	7.2	
Lower.....	3.4	2.4	1.4	1.7	2.2	2.9	1.8	7.2	
<b>Education of Family Head</b>									
Grammar school.....	4.2	2.4	1.5	2.0	2.6	3.4	2.1	7.8	
Some high school.....	3.5	2.5	1.2	1.8	3.0	3.3	1.8	7.5	
Some college.....	3.4	2.0	1.3	1.8	2.6	3.6	1.9	7.6	
<b>Occupation of Family Head</b>									
Professional, executive..	3.7	2.4	1.5	1.8	2.7	3.2	1.7	7.8	
Clerical, sales, service..	3.5	1.7	1.4	1.7	2.6	3.0	1.8	7.2	
Craftsman, foreman.....	3.7	2.5	1.3	1.9	3.0	3.6	1.9	8.2	
Laborer, operator.....	3.8	2.3	1.2	2.1	2.7	3.9	2.0	6.7	
Farmer.....	4.8	2.8	1.0	1.8	3.0	4.0	2.4	7.7	
Unclassified.....	3.7	2.1	1.4	1.3	2.0	2.2	2.2	8.4	

- Continued

Table 17.--Cheese: Household purchase volume per buying family, by types, by family characteristics, April-September 1954  
(Continued)

Family characteristics	Natural				Processed			Cottage cheese
	American	Swiss	Cream	Other	Cheese	Cheese foods	Cheese spreads	
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
<b>Presence of Children</b>								
No children.....	3.6	2.5	1.3	1.9	2.2	2.7	1.8	8.0
5 years and under.....	3.0	1.4	1.3	1.9	3.1	4.0	2.0	6.3
6-12 years.....	4.3	2.3	1.5	1.8	3.1	3.4	2.1	6.8
13-20 years.....	3.8	2.2	1.4	2.0	3.0	3.8	1.8	7.9
Multiple age groups.....	4.1	2.5	1.5	1.8	3.4	4.3	2.3	7.3
<b>Age of Housewife</b>								
Under 35 years.....	3.2	2.2	1.1	1.6	3.2	3.7	2.0	5.9
35-44 years.....	3.8	2.0	1.6	2.2	1.7	3.7	2.0	7.1
45 years and over.....	4.1	2.6	1.4	2.1	2.4	3.0	1.9	8.7
<b>Size of Family</b>								
1 and 2 members.....	3.4	2.5	1.3	1.7	2.2	2.5	1.7	7.8
3 members.....	3.6	2.2	1.1	2.2	2.7	3.6	1.8	6.9
4 and 5 members.....	4.0	2.2	1.7	1.8	3.4	4.1	2.1	7.7
6 or more members.....	4.9	2.6	1.4	1.9	3.7	5.0	2.9	8.0

Table 18.--Cheese: Household purchases per 1,000 capita, percentage of all families buying, average price paid per unit, and purchases and volume per buying family, by types, by size of community, April-September 1954

Size of community	Purchases per 1,000 capita							
	Natural				Processed			
	American	Swiss	Cream	Other	Cheese	Cheese foods	Cheese spreads	Cottage cheese
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Farm.....	443	30	17	34	263	295	181	608
Under 2,500.....	612	53	33	58	340	275	206	1,130
2,500 to 50,000.....	655	75	83	82	408	358	273	1,568
50,000 to 500,000.....	778	114	100	131	459	392	282	1,703
500,000 and over.....	557	240	240	231	533	391	218	1,674
<b>Percentage of all families buying</b>								
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Farm.....	41.2	5.5	8.1	9.4	37.6	30.3	30.8	36.5
Under 2,500.....	47.2	7.8	14.5	14.3	45.9	29.6	36.2	54.8
2,500 to 50,000.....	56.4	13.9	28.3	18.1	48.2	34.1	42.0	69.2
50,000 to 500,000.....	62.9	19.8	30.5	22.7	54.0	36.5	43.6	68.4
500,000 and over.....	54.2	33.6	46.8	37.9	61.8	37.6	43.2	68.1
<b>Average price paid per unit</b>								
	Pound	Pound	3 oz.	Pound	Pound	Pound	Pound	12 oz.
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Farm.....	57.9	67.1	15.3	62.3	57.3	46.3	47.1	19.9
Under 2,500.....	62.2	70.0	15.1	69.6	61.4	47.8	53.4	21.1
2,500 to 50,000.....	62.2	69.9	15.2	76.9	60.8	45.8	52.8	21.1
50,000 to 500,000.....	63.6	72.9	14.2	77.0	60.3	45.3	51.8	21.1
500,000 and over.....	64.3	78.6	14.0	76.7	62.1	46.1	58.0	21.4
<b>Purchases per buying family</b>								
	Number	Number	Number	Number	Number	Number	Number	Number
Farm.....	3.9	2.3	2.0	1.7	2.7	2.3	2.1	5.4
Under 2,500.....	4.7	3.1	2.2	1.7	3.4	2.3	2.3	6.7
2,500 to 50,000.....	4.8	2.5	3.0	2.6	4.1	2.4	2.6	7.5
50,000 to 500,000.....	5.0	3.4	3.0	3.0	4.2	2.5	2.6	8.0
500,000 and over.....	4.4	4.0	4.7	3.6	4.6	2.6	2.5	8.5

- Continued

Table 18.--Cheese: Household purchases per 1,000 capita, percentage of all families buying, average price paid per unit, and purchases and volume per buying family, by types, by size of community, April-September 1954 (Continued)

Size of community	Volume per buying family							
	Natural				Processed			
	American	Swiss	Cream	Other	Cheese	Cheese foods	Cheese spreads	Cottage cheese
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	
Farm.....	4.2	2.1	0.8	1.4	2.7	3.8	2.3	6.4
Under 2,500.....	4.3	2.3	0.8	1.4	2.5	3.1	1.9	6.9
2,500 to 50,000.....	3.8	1.8	1.0	1.5	2.7	3.4	2.1	7.3
50,000 to 500,000.....	4.0	2.3	1.0	1.8	2.7	3.4	2.1	8.0
500,000 and over.....	3.3	2.3	1.6	1.9	2.8	3.3	1.6	7.8
.....	.....	.....	.....	.....	.....	.....	.....	.....

Table 19.--Cheese: Household purchases per 1,000 capita, percentage of all families buying, average price paid per pound, and purchases and volume per buying family, by types, by United States Regions, April-September 1954

United States and Regions	Purchases per 1,000 capita							
	Natural				Processed			
	American	Swiss	Cream	Other	Cheese	Cheese foods	Cheese spreads	Cottage cheese
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	
United States.....	615	133	118	129	426	354	234	1,420
Northeast.....	532	241	249	249	612	390	202	1,330
North Central.....	566	104	86	130	375	425	334	1,849
South.....	571	86	58	58	308	193	111	515
Mountain-Southwest.....	608	49	41	32	409	335	264	1,274
Pacific.....	1,095	117	75	72	371	466	300	2,757
.....	.....	.....	.....	.....	.....	.....	.....	.....
Percentage of all families buying								
Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	
United States.....	53.6	18.8	28.9	22.9	51.5	34.4	40.1	61.2
Northeast.....	51.6	31.2	45.8	36.9	63.7	38.2	39.8	60.9
North Central.....	49.6	17.4	27.8	23.9	48.6	40.6	47.7	72.9
South.....	51.0	9.5	19.1	11.8	44.6	21.1	25.7	31.9
Mountain-Southwest.....	54.2	11.9	17.6	10.9	48.2	33.3	39.9	61.0
Pacific.....	70.6	20.3	26.0	24.3	49.9	36.7	47.6	84.9
.....	.....	.....	.....	.....	.....	.....	.....	.....
Average price paid per unit								
Pound	Pound	3 oz.	Pound	Pound	Pound	Pound	12 oz.	
Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	
United States.....	62.8	75.5	14.2	75.7	60.9	46.1	53.4	21.1
Northeast.....	64.8	78.3	14.4	76.9	61.0	47.1	59.0	21.9
North Central.....	61.1	74.7	13.9	73.0	61.1	45.4	48.7	20.1
South.....	60.9	66.0	13.8	64.6	59.6	46.7	58.0	21.5
Mountain-Southwest.....	63.2	74.1	13.6	83.0	61.5	48.0	49.5	21.7
Pacific.....	64.4	78.4	14.7	96.8	61.9	43.6	57.7	21.5
.....	.....	.....	.....	.....	.....	.....	.....	.....
Purchases per buying family								
Number	Number	Number	Number	Number	Number	Number	Number	
United States.....	4.6	3.7	3.9	3.2	4.1	2.4	2.5	7.8
Northeast.....	4.5	4.4	5.1	3.9	5.0	2.6	2.6	7.7
North Central.....	4.5	2.8	2.8	2.6	3.7	2.4	2.4	7.9
South.....	5.0	4.0	3.0	2.5	3.7	2.5	2.4	6.3
Mountain-Southwest.....	4.3	2.1	2.1	1.5	3.7	2.3	2.4	6.9
Pacific.....	5.2	2.8	2.6	2.2	3.0	2.3	2.7	9.6
.....	.....	.....	.....	.....	.....	.....	.....	.....
Volume per buying family								
Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	
Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	
United States.....	3.8	2.3	1.4	1.9	2.7	3.4	1.9	7.7
Northeast.....	3.3	2.5	1.8	2.2	3.1	3.3	1.6	7.0
North Central.....	3.7	1.9	1.0	1.8	2.5	3.4	2.3	8.2
South.....	4.2	3.4	1.2	1.8	2.6	3.4	1.6	6.1
Mountain-Southwest.....	3.7	1.4	0.8	1.0	2.8	3.3	2.2	6.8
Pacific.....	4.6	1.7	0.8	0.9	2.2	3.7	1.9	9.6
.....	.....	.....	.....	.....	.....	.....	.....	.....



